

ABSTRACT

The objectives of this project are identification of the level of importance of the attributes that are valued by the customers, comparison of these attributes between the selected company and its competitors, determination of the customer's selection criteria for a Logistic Service Provider and total establishment of the market-driven strategy for a selected Logistic Service Provider according to the result of marketing research.

Survey was used to gather data from 45 customers through questionnaires. It comprises of three parts: General data that covered 2 objectives, Customer satisfaction by comparing between the customer's expectation and perception in terms of important attributes and Demographic Profile. Descriptive analysis and T-test analysis were utilized through the SPSS 11.5 program.

Results of the analysis indicated that 1) attributes that are valued in the customers' perspective are Accuracy, Speed and Service respectively, 2) the customers compare that their own company has Business experience, Reputation with Other clients, Strategic Direction, Physical Facilities and Equipment, Operations, Chemistry and compatibility factors better than the other 3PLs they used, 3) influencing factors for the selection criteria are Business Experience, Reputation, Information Technology and Cost, 4) the customers are dissatisfied according to the attributes especially in Cost, Security, Accuracy respectively.

Market-driven strategies focusing on direction to the customer needs according to market research results on this study are Cost reduction, Performance improvement, Responsiveness enhancing, Healthy Relationship and increase in Competitive advantages.